Module title: Strategic Marketing  
Abbreviation: 12-M-SM-161-m01

Module coordinator: holder of the Chair of Business Management and Marketing  
Module offered by: Faculty of Business Management and Economics

ECTS: 5  
Method of grading: numerical grade  
Only after succ. compl. of module(s): --

Duration: 1 semester  
Module level: graduate  
Other prerequisites: --

Contents:
Description: The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.

Content: Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.

Outline of syllabus:
1. Competitive dynamics requires strategy and leadership
2. Marketing strategies, stakeholder management and entrepreneurship
3. Objectives and tasks of corporate governance in management practice
4. Competitive forces, strategies and benefits according to Michael Porter
5. Growth strategies and marketing myths
6. Future technologies, new businesses and dynamic capabilities
7. Nature and principles of responsible management

Reading:
### Intended learning outcomes

The students have a deeper understanding of the sustainable corporate management and have the basics of the competitive process and competitive dynamics available. In addition, they can use the acquired knowledge, while taking into account the conventional problems of the strategic and sustainable management, to solve business case studies on their own.

### Courses

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### Method of assessment

- **Type**: written examination
- **Scope**: (approx. 60 minutes)
- **Language**: German and/or English

### Allocation of places

- —

### Additional information

- —

### Referred to in LPO I

- (examination regulations for teaching-degree programmes)

### Module appears in

- Master's degree (1 major) Economathematics (2016)
- Master's degree (1 major) Business Information Systems (2016)
- Master's degree (1 major) Business Management (2015)
- Master's degree (1 major) China Business and Economics (2016)
- Master's degree (1 major) China Language and Economy (2016)
- Master's degree (1 major) Management (2018)
- Master's degree (1 major) China Business and Economics (2019)
- Master's degree (1 major) China Language and Economy (2019)
- Master's degree (1 major) (2019)